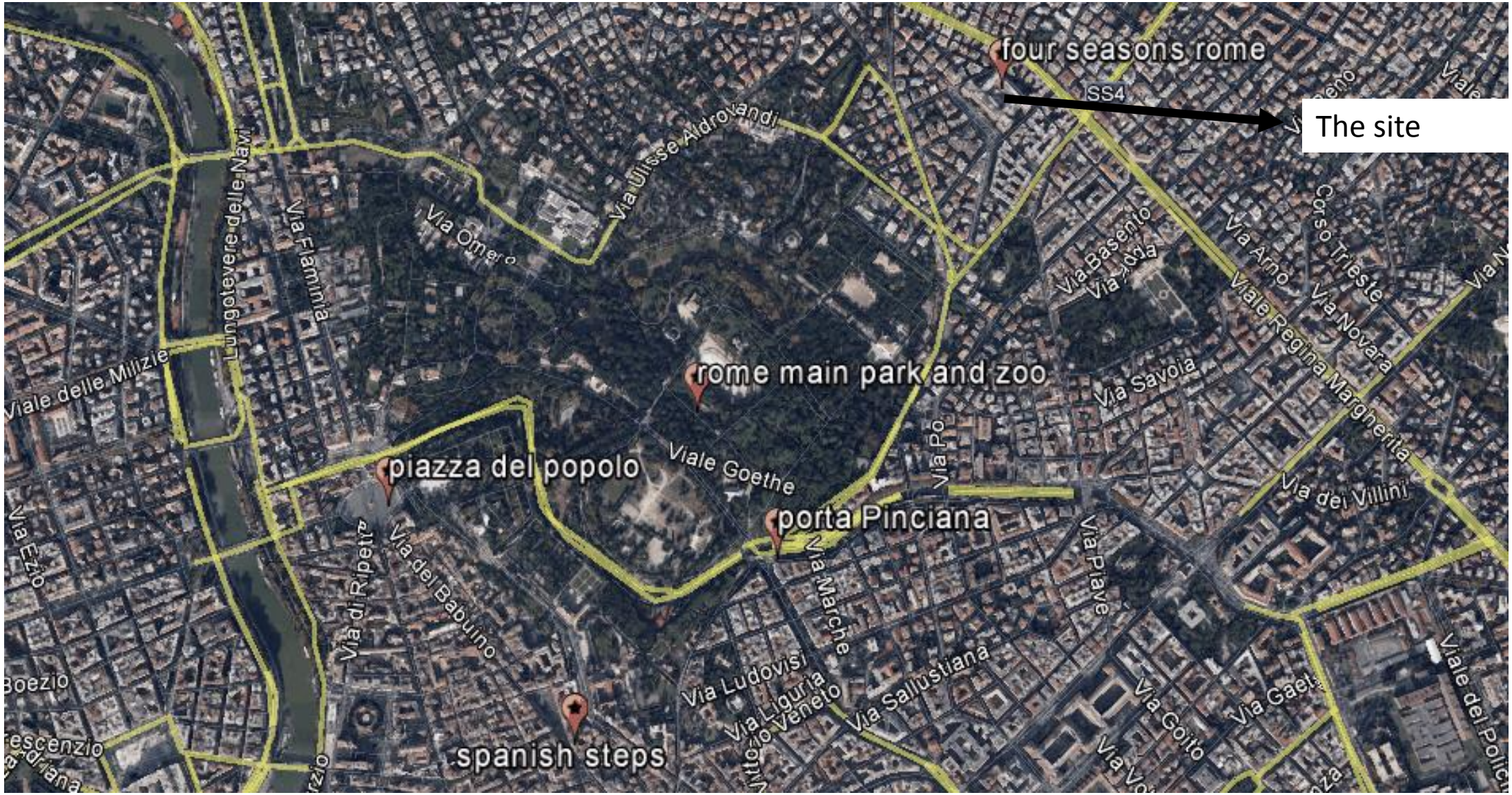
ROME RARE OPPORTUNITY

The location:

- Piazza vredi- center of Rome, the most prestigious residential area in rome, and still very close to all the touristic ares.
- 3m drive from main park and zoo of Rome
- 8m drive from the Spanish steps
- 10m drive from piazza del-popolo
- 15m drive from the coliseum.
- The building has magnificent view from all angels.


four seasons rome
The site
rome main park and zoo
piazza del popolo
porta Pinciana
spanish steps
SS4
Via Ulisse Aldrovandi
Via Omero
Via Flaminia
Lungotevere delle Navi
Viale delle Milizie
Viale Goethe
Via Po
Via Savoia
Via Basento
Via Adda
Via Arno
Viale Regina Margherita
Corso Trieste
Via Novara
Via dei Villini
Via Piave
Via Marche
Via Ludovisi
Via Liguria
Via Sallustiana
Via Veneto
Via Goito
Via Ezio
Via di Ripetta
Via del Babuino
Boezio

The Project in big numbers:

- 68,000sqm- of a mixed used four seasons hotel and residence project with 200 room hotel and conference along with office spaces.

The hotel will have private residences of four seasons hotel with the services provided in many different schemes which sums up to 32,500sqm.

The hotel part which have 200 rooms and a 1000 sqm ball rooms, roof top bar, an amazing spa and a unique F&B concept.

All the remaining areas will be dedicated to offices and commercial spaces.

Project total cost:

buying price: 330M euro (out of which 270 can be financed by unicredit)

Estimated construction cost: 150M euro (out of which 130 can be financed as well)

Brokers fee and unexpected: 15M euro.

Total cost: 495M euro.

Project value- conservative:

- Hotel value- valuation report made by JLL showed about 21M euro EBITDA on a stabilized year this was calculated on a 6% cap rate and reached a value of 350M euro (for references you can see four seasons Florence which was sold recently for 4.8% cap rate.
- Residential value- 32,500*18,000 euro per sqm, sums up to 585M euro net revenue.
- Commercial and parking spaces in estimated on a value of 74M euro.

- Total project value: 350+585+74= 1009,000,000M euro.

Why do we think
it is conservative ?
See for yourself..

But also..

Some facts:

- Four seasons hotel ADR in most cities in the world is above 500$
- Similar hotel and high-end ,residence projects in main cities in the world such as Hyde park 1 ,London. with mandarin oriental were sold on a much higher basis from the market price (25K on average).
- All the 5 star hotels in Rome are not a real competitor with the current state, shape, and access to facilities .
- All permits are in place and ready to go!
- All estimators (JLL, knight frank etc') agree this is a unique historical peace which cannot be duplicated and thus price can reach much greater goals.